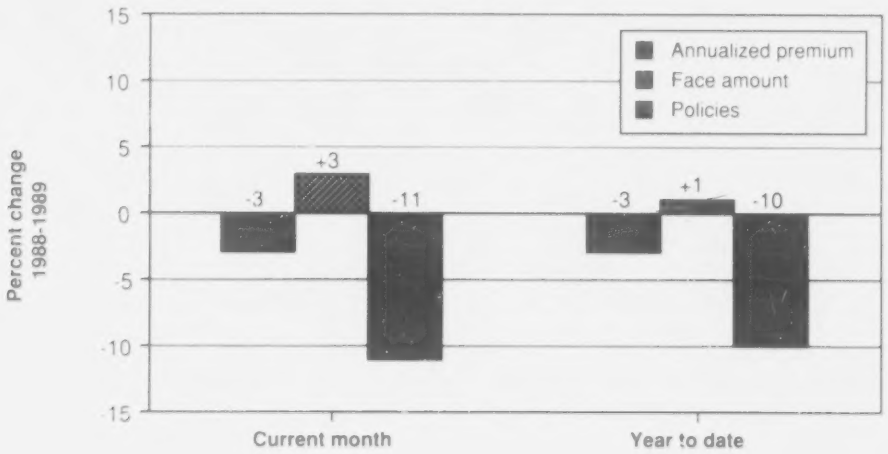
AC0225-2
5/10/89

I/R Code 47.40
February 1989

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

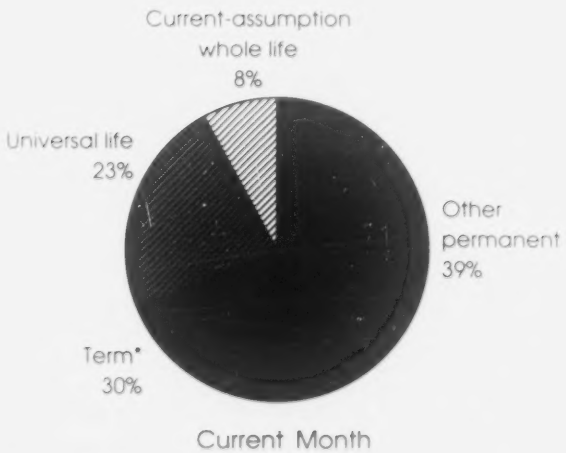
Individual Sales

37 Companies

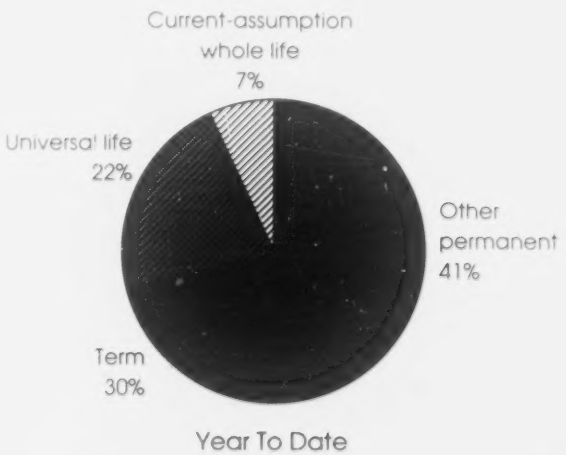


Annualized Premium Market Share by Product

27 Companies Representing 71 Percent of February Sales



Current Month



Year To Date

*For the 15 companies that sell the product and supply data. "permanent term" ("term to 100") makes up 16 percent of total February 1989 sales.

LIMRA INTERNATIONAL

Profit from our research.

Sales Comparisons with Last Year

Ratio 1989/1988

		Annualized premiums	Face amount	Number of policies
Term (24 cos.)	Month	117%	120%	112%
	Year to date	116%	116%	112%
Universal life (20 cos.)	Month	103%	102%	99%
	Year to date	106%	110%	103%
Current-assumption whole life (12 cos.)	Month	76%	63%	66%
	Year to date	70%	65%	69%
All other permanent (23 cos.)	Month	85%	81%	76%
	Year to date	87%	80%	76%

Policy Characteristics by Product

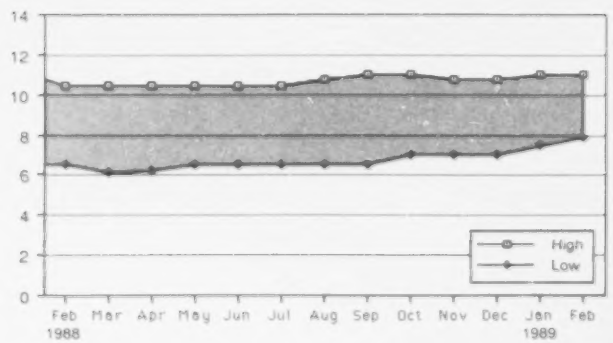
		Premium per $1,000	Average size policy	Premium per policy
Term (24 cos.)	Month	$ 3.36	$ 157,524	$ 529
	Year to date	$ 3.47	$ 154,160	$ 534
	Year-to-date ratio	100%	104%	104%
Universal life (20 cos.)	Month	$ 9.19	$ 86,258	$ 793
	Year to date	$ 9.17	$ 90,414	$ 829
	Year-to-date ratio	96%	106%	102%
Current-assumption whole life (12 cos.)	Month	$ 7.35	$ 40,168	$ 295
	Year to date	$ 7.40	$ 41,168	$ 305
	Year-to-date ratio	108%	94%	102%
All other permanent (23 cos.)	Month	$ 10.95	$ 53,445	$ 585
	Year to date	$ 11.09	$ 52,691	$ 584
	Year-to-date ratio	109%	104%	113%

Universal Life

Interest Rates This Month

Median	10.0%
Range	7.9% - 11.0%
Range of middle 50%	9.2% - 10.5%
Number of companies reporting	15
Number of plans reported	35
Number of new plans	0
Number of plans dropped	0
Number of plans showing. . .	
No change	19
Increases	14
Average increase	0.4%
Decreases	2
Average decrease	0.2%

13-Month Interest Rate Range



Contributors' Growth Rates

Change in Annualized Premium

Year to Date

Percent change 1988 - 1989	Number of companies... Group I	Group II	Group III	All
21% or over	2	0	4	6
11% – 20%	2	0	0	2
1% – 10%	2	2	2	6
-9% – 0	2	4	1	7
-19% – -10%	1	4	2	7
-20% or under	1	4	4	9

Total Sales

Revised Through Current Month

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 36,056	$ 35,076	97%	$ 5,292,485	$ 5,243,035	99%	64,982	59,749	92%
February	44,398	43,025	97	6,478,676	6,646,556	103	84,482	75,355	89
March	49,816			7,354,328			93,311		
April	43,084			6,467,890			82,193		
May	45,740			6,981,893			88,788		
June	51,352			7,657,396			92,670		
July	42,647			6,162,113			72,537		
August	38,775			5,722,121			68,299		
September	47,088			6,888,591			88,661		
October	47,926			7,081,362			88,918		
November	52,589			7,746,743			93,214		
December	55,298			8,036,262			86,332		
Year total	$554,769			$81,869,860			1,004,387		
Year to date	$ 80,454	$ 78,101	97%	$11,771,161	$11,889,591	101%	149,464	135,104	90%

	Premium per $1,000			Average size policy			Premium per policy		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 6.81	$ 6.69	98%	$ 81,445	$ 87,751	108%	$ 555	$ 587	106%
February	6.85	6.47	94	76,687	88,203	115	526	571	109
March	6.77			78,815			534		
April	6.66			78,691			524		
May	6.55			78,636			515		
June	6.71			82,631			554		
July	6.92			84,951			588		
August	6.78			83,780			568		
September	6.84			77,696			531		
October	6.77			79,639			539		
November	6.79			83,107			564		
December	6.88			93,086			641		
Year total	$ 6.78			$ 81,512			$ 552		
Year to date	$ 6.83	$ 6.57	96%	$ 78,756	$ 88,003	112%	$ 538	$ 578	107%

Notice to readers: In response to recommendations made by member companies, group sales data will now be published separately on a quarterly basis.

February Sales by Size Group

		Annualized premium (000)		Face amount (000)		Number of policies	
		1988	1989	1988	1989	1988	1989
Group I	Month	$ 25,513	$ 26,075	$ 3,394,091	$ 3,694,062	50,960	46,657
	Year to date	$ 44,807	$ 45,700	$ 5,964,935	$ 6,388,253	87,436	81,153
Group II	Month	$ 14,850	$ 12,810	$ 2,358,648	$ 2,228,230	24,822	21,333
	Year to date	$ 27,638	$ 24,447	$ 4,409,076	$ 4,138,770	45,759	40,447
Group III	Month	$ 4,035	$ 4,140	$ 725,937	$ 724,264	8,700	7,365
	Year to date	$ 8,009	$ 7,954	$ 1,397,150	$ 1,362,568	16,269	13,504

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — annualized premiums, face amount (volume), and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 37 companies plus five subsidiary companies operating in Canada. The contributors represent 81 percent of the 1987 Canadian ordinary volume sold and 84 percent of first-year premiums written. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

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—Market Research

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Contributors

Group I
Canada Life
Great-West Life†
Industrial-Alliance Life†
London Life†
Manufacturers Life†
Metropolitan Life†
(includes Metropolitan Life of Canada)
Mutual Life of Canada†
North American Life (Canada)
Prudential of America†
Sun Life of Canada†

Group II
Ætna Life of Canada†
Commercial Union Life of Canada
Confederation Life
Co-operators Life
Crown Life†
Imperial Life of Canada
La Laurentienne†
Maritime Life (Canada)†
National Life of Canada
New York Life†
(includes New York Life of Canada)
Prudential of England†
(includes Prudential Life of England)
Seaboard Life†
Transamerica Occidental Life†
(includes Transamerica Life of Canada)
Zurich Life of Canada†

Group III
Allstate Life of Canada†
Assumption Mutual Life
Assurance-Vie Desjardins
COLONIA Life†
Equitable Life of Canada†
Financial Life of Canada†
Knights of Columbus†
Laurier Life†
Royal Life (Canada)†
(includes Royal Life of Canada)
La Sauvegarde†
La Solidarite
State Farm Life†
L'Union-Vie†

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on the sum of first-year and renewal direct-written ordinary life premium income as of December 31, 1986.

† Company is included in product market share chart

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